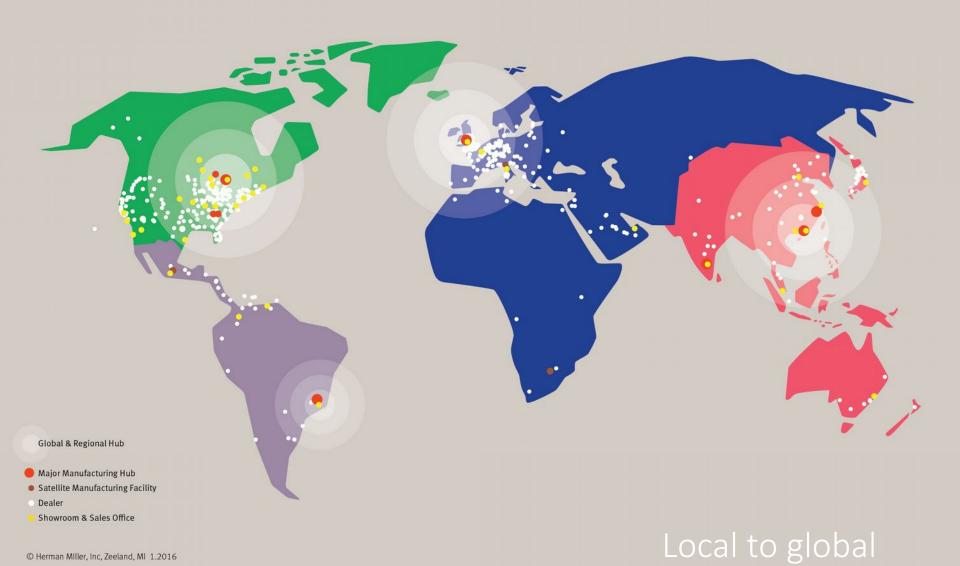


"Good design isn't just good business, it's a moral obligation".

DJ DePree, founder of Herman Miller, 1948.

Stephen Perkins: Vice President, International Product Design + Development

















1. Human Centered

We design for people

2. Purposeful

Design solves a problem

3. Integrity

Everything relates to the problem

4. Original

We don't copy

5. Evident Quality

The quality of our work is apparent

6. Sustainable

Always protect the environment

7. Beautiful & Useful

Do people want to own what we make?

8. Spirited

Does it say "Herman Miller"?

9. Beyond Expectations

Produce surprise and delight

10. Inevitable

This is the way it has to be





INSPIRING DESIGNS THAT HELP PEOPLE DO GREAT THINGS





